

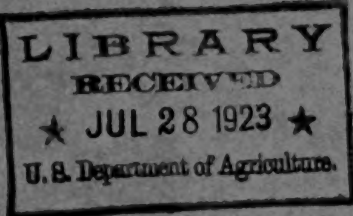
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962.09 1907

# ROSES



*of Roses.*  
WHOLESALE PRICE LIST TO  
... THE TRADE ...

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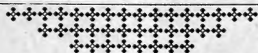
California Rose Co.

P O M O N A,  
CALIFORNIA



# California Rose Company

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POMONA, CALIFORNIA

(Note change of address from Los Angeles to POMONA)

**Largest Growers Ever-Blooming Field Roses in the World**

## WHOLESALE PRICE LIST

**FIELD GROWN ROSE BUSHES ON OWN ROOTS**

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**POMONA** is located 29 miles east of Los Angeles, on the Southern Pacific and Salt Lake Railroads. Western Union and Postal Telegraph Companies. Telephone connection to our nursery. We believe we have the best soil, climatic conditions, etc., to be found out of doors; otherwise we would not be here. Our stock promises to be exceedingly fine this season.

### **To the Trade:**

We sincerely thank you who have purchased of us in the past and for your fair treatment and prompt liquidation of accounts. We solicit your future business, and assure you of our wishes to give you honest treatment and full value for prices charged every time. If you are not on our books as a customer, we want you there, and if you will favor us with at least a portion of your trade, we will try and demonstrate to you that we not only wish for your present but future business from season to season.

### **OWN ROOT ROSES.**

They are shapely and symmetrical and never run to wild roses. The principal stock used for budding is Manetti; this stock generally suckers quite badly, and its nature is to go dormant, or partially so, during the winter; therefore it impairs the blooming quality of constantly flowering sorts and is undesirable. With the amateur grower who does not understand the care of a budded plant he will naturally allow it to sucker; this will shortly run out or kill the variety budded in and he then possesses nothing but a wild rose.

We ship to nearly every state in the Union, and have no difficulty in laying plants down at the Atlantic coast in perfect condition. We have a special way of light packing for express shipments (without boxing) and can reach most distant points by this method of shipping in the same length of time mail would be in transit.

**THE OLD WOMAN WAY.**—Down in "Dixie Land" they produce certain varieties of roses by taking LONG hardwood cuttings and planting directly in the field. This stock when dug has a LONG shank, making a cumbersome, ill-proportioned plant, neither suitable for potting, benching or a general shipping trade. Our roses are all grown from short soft wood cuttings, rooted in the sand.

#### TIME OF SHIPPING, TRANSPORTATION, ETC.

We can ship any time between December and April 1; we can not book orders for shipments earlier than December. Orders are booked in rotation as they are received; an order once booked and accepted is positively not subject to countermand under any circumstances, and all orders forwarded must be with this understanding.

#### ALL SHIPMENTS TRAVEL ENTIRELY AT EXPENSE AND RISK OF BUYER.

WE MAKE NO CHARGE FOR PACKING, BOXES, OR FOR DELIVERY TO FORWARDING COMPANIES. All quotations are on a basis of f. o. b. this city. All shipments by freight are released at a valuation of \$5.00 per cwt. unless otherwise instructed by the buyer. Express shipments are forwarded at "General Special" rate, and do not have to be prepaid. The better way for shipping a few hundred rose bushes is by express; there is no delay, no cartage to pay, and considering that we can pack for express transportation without boxing (freight shipments must be boxed) the difference in the cost of transportation by express over freight on ordinary quantities is so small that one can hardly afford to bother with slow and careless freight transit. Remember, express rates are "General Special," and if your local express agent does not understand it, refer him to his head office for "General Special" rate on "Shrubbery" agreed to by all the leading express companies. A general assortment of varieties packed light will weigh in the neighborhood of 300 to 350 pounds to the thousand plants.

We have had many years experience in packing for very long as well as short hauls and we think we know how, but if any buyer does not wish to take our judgment and desires us to vary from our regular mode of packing or give us any instructions about the same, it must be done at the time of making original order.

#### TERMS.

Terms of sale will be: Small lots cash with order; if ordered to be shipped "C. O. D." send one-half cash. To responsible parties known to us, terms will be 30 days from invoice; unknown customers, if immediate shipment is desired, should remit about one-half with order and submit bank references, thus avoiding delay in shipment. We desire to be entirely reasonable on terms of payment, but no fair-minded business man will object to our insuring ourselves against loss or slow accounts.

#### SUBSTITUTIONS, INSPECTION.

We do not substitute without permission. In case you would like a substitute rather than have your order shipped short, it is well to so properly designate the second choice on your order. This is to the interest of customers to remember when ordering well along in the season or the latter part of the season.

All our stock is inspected by proper authority when it is dug, and we have never shipped a plant which has thereafter been found unclean (so far as we know). If you wish certificates of inspection, so specify on your order, please.

#### FACILITIES.

We have an ample cellar and cool storage room for keeping stock in the best condition (superior to anything on the coast) and every plant is handled and packed under cover.

We are the only concern on the Pacific Coast in a position and with the experience to successfully ship roses four months of the year.

#### PLACE YOUR ORDERS AT ONCE AND BE SURE OF A PRIME LIST

Quite a number of our customers will call to mind that seasons when they have put off ordering until the season was well along, we have frequently been unable to supply their full wants, making it unpleasant for them and ourselves.

#### GUARANTEE OF GENUINENESS.

While we exercise every possible care and diligence to have our plants true to label and hold ourselves in readiness, on proper proof, to replace any that may prove untrue to label, without charge or refund the amount paid for same, it is mutually agreed and understood between the purchaser and ourselves that this covers the full extent of our guarantee and responsibility in the premises.

#### COMPLAINTS.

If there are any just complaints to be made, of any nature whatever, the same must be forwarded to us **immediately upon receipt of the plants.**

#### GRADES.

**A** This is our regular grade, and we believe good enough for anybody anywhere. All varieties except Teas and Hybrid Teas 24 to 30 inches of wood or more; Teas and Hybrid Teas, 16 to 24 inches of wood, or more.

**AA.** This grade is all-around extra-heavy stock.

**B.** This is a light grade stock, not good enough to go in "A," but no culls or trash. Good for immediate local trade, a mail order business, bedding, forcing, potting etc.

**C.** We also make a grade not good enough to go in "B," which we call "C" grade; these plants will include everything as dug which do not go in the better grades; they are good for lining out, potting, etc., and rousing good value for the figure we make.

#### ALL ORDERS MUST BE IN MULTIPLES OF TEN.

**NOTE.**—The sizes specified are as stock is dug without being cut back or pruned; for the welfare of the stock we sometimes prune some sorts when dug, and when stock is not shipped until well along in the season, we generally remove any wood which ought to come off. We call attention to this, as after being pruned, some sorts might run under the specified size for that grade.

**B AND C GRADES** will be subject to shipment whenever dug and sorted up. It is of course problematical as to quantity we will have of grades B and C until stock is dug and graded, and orders for these grades will be subject to what we have—orders being filled in rotation according to when booked.

## PRICE LIST.

Date of Issue, August 25, 1907.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE AFTER DECEMBER 1.

Please make all orders in multiples of ten.

SPECIAL NOTICE.—The prices here named are for stock to be shipped during December or January.

The following prices will apply to not less than ten of a sort ordered; if less than ten of a variety is ordered, the price will be five cents per plant above listed quotation. We are obliged to establish this ratio in order to cover extra cost of putting up and handling small orders of mixed lots, as well as to give some protection to buyers who handle plants in quantity.

## PRICE PER 100—December or January Shipment

	A.	B.	AA.
Antoine Rivoire H. T. Flesh .....	\$12.00	\$ 6.00	\$15.00
Agrippina B. Red .....	8.50	6.00	.....
Aug. Guinoiseau H. T. Flesh .....	10.00	6.00	12.00
Baby Rambler P. Red .....	15.00	10.00	.....
Bardou Job B. Red .....	10.00	.....	12.00
Baron de Bonstettin H. P. Red .....	10.00	7.50	11.00
Beauty of Glazenwood Bank Copper ..	9.00	6.00	10.00
Bessie Brown H. T. Flesh .....	10.00	6.00	11.00
Bride T. White .....	10.00	6.00	12.00
Bridesmaid T. Pink .....	10.00	6.00	12.00
Burbank B. Pink .....	8.00	6.00	.....
Capt. Christy H. P. Pink .....	10.00	6.00	.....
Catherine Mermet T. Pink .....	10.00	6.00	12.00

## PRICE PER 100—December or January Shipment.

	A.	B.	AA.
Cecil Brunner P. Salmon-Pink .....	\$ 9.50	\$ 6.00	\$11.00
Chromatella N. Yellow .....	10.00	6.00	11.00
Cherokee C. White Single .....	10.00	6.00	.....
Clara Watson H. T. Flesh .....	11.00	6.00	15.00
Clio H. P. Flesh-Pink .....	10.00	6.00	12.00
Climbing Belle Siebrecht H. T. Pink ..	10.00	6.00	.....
Climbing Bridesmaid T. Pink .....	10.00	6.00	12.00
Climbing Cecil Brunner P. Salmon-Pink	10.00	6.00	12.00
Climbing Devoniensis T. White .....	10.00	6.00	12.00
Climbing Kaiserin H. T. White .....	12.00	6.00	15.00
Climbing Mad. C. Testout H. T. Pink ..	12.00	8.00	15.00
Climbing Malmaison B. Pink .....	10.00	.....	.....
Climbing Marie Guillot T. White .....	9.50	6.00	.....
Climbing Meteor H. T. Red .....	10.00	6.00	12.00
Climbing Wootton H. T. Red .....	9.00	6.00	12.00
Coq. de Lyon T. Yellow .....	12.00	6.00	15.00
Crimson Rambler P. Red .....	10.00	6.00	12.00
Dorothy Perkins P. Pink .....	10.00	6.00	.....
Duch. de Aurstaedt T. Yellow .....	15.00	.....	.....
Duch. de Brabant T. Pink .....	10.00	6.00	.....
Duch. of Albany H. T. Pink .....	10.00	6.00	12.00
Etoile de France H. T. Red .....	20.00	15.00	25.00
Etoile de Lyon T. Yellow .....	12.00	7.50	15.00
Eli Beauvillain T. Buff, Climber .....	10.00	5.00	11.00
Francisca Kruger T. Copper-Pink ....	9.00	6.00	11.00
Frau Karl Druschki H. P. White .....	18.00	12.00	20.00



Gainsborough H. T. Flesh .....	10.00	6.00	12.00
Gardenia H. T. Blush .....	10.00	6.00	.....
Gen. Jacqueminot H. P. Red .....	8.50	6.00	10.00
Gen. Robt. E. Lee T. Yellow .....	10.00	7.00	.....
Gladys Harkness H. T. Pink .....	12.00	7.00	15.00
Glorie de Dijon T. Buff .....	10.00	7.00	15.00
Glorie de Margottin H. P. Red .....	9.00	6.00	10.00
Glorie des Rosamones .....	10.00	6.00	12.00
Gruss an Teplitz H. T. Red .....	10.00	6.00	11.00
Helen Gould H. T. Pink .....	10.00	6.00	12.00
Helena Canbier H. T. Yellow .....	12.00	7.00	15.00
Hermosa B. Pink .....	8.50	6.00	.....
Homer T. Pink .....	8.50	6.00	.....
Ideal H. T. Pink .....	15.00	10.00	.....
Ivory T. White .....	12.00	8.00	.....
James Sprunt B. Red .....	10.00	6.00	.....
Joanne Wessenhoff H. T. Yellow .....	15.00	10.00	20.00
Jos. Hill H. T. Yellow .....	.....	.....	.....
Jubilee H. P. Red .....	8.50	6.00	10.00
Kaiserin H. T. White .....	10.00	6.00	12.00
Killarney H. T. Pink .....	15.00	10.00	20.00
La Detroit H. T. Pink .....	15.00	10.00	20.00
Lady Battersea H. T. Pink .....	15.00	10.00	18.00
Lady Clanmorris H. T. White .....	10.00	7.00	.....
La France H. T. Pink .....	10.00	6.00	12.00
Lamarque N. White .....	10.00	6.00	11.00
Laurette T. Cream .....	10.00	6.00	10.00
Mad. Abel Chatenay H. T. Pink .....	10.00	6.00	11.00
Mad. Alfred Carriere H. N. Cream .....	9.00	6.00	11.00
Mad. Car. Testout H. T. Pink .....	10.00	7.50	13.00
Mad. de Vatry T. Red .....	8.30	6.00	11.00
Mad. Lambard T. Red .....	10.00	6.00	11.00
Mad. Louise Poirat H. T. Pink .....	15.00	10.00	18.00
Mad. Mina Brabanson H. T. Flesh .....	15.00	7.50	.....
Mad. Wagram H. T. Shell-Pink .....	10.00	6.00	11.00
Mad. Welche T. Yellow .....	10.00	5.00	.....
Magna Charta H. P. Pink .....	8.00	6.00	10.00
Maman Cochet T. Pink .....	10.00	6.00	.....

## PRICE PER 100—December or January Shipment.

	A.	B.	AA.
Mar. Neil N. Yellow .....	\$12.00	6.00	\$15.00
Marie Van Houtte T. Straw-Pink Edge .....	10.00	7.00	12.00
Marshall P. Wilder H. P. Red .....	8.50	6.00	.....
Marquis de Querhoent T. Yel. and Cop. ....	10.00	5.00	11.00
March. of Lorne H. P. Pink .....	10.00	6.00	12.00
Meteor H. T. Red .....	10.00	6.00	12.00
Mrs. John Laing H. P. Pink .....	12.00	7.50	.....
Mrs. Mawley T. Pink .....	10.00	6.00	.....
Mrs. Robert Garrett H. T. Shell-Pink ..	10.00	6.00	12.00
Mrs. R. G. Sharman Crawford H. P. Pink ..	10.00	7.50	12.00
Muriel Graham T. White .....	10.00	6.00	.....
Papa Gontier T. Red .....	10.00	6.00	12.00
Paul Neyron H. P. Pink .....	9.00	6.00	11.00
Perle von Godesburg H. T. Yellow .....	15.00	10.00	20.00
Philemon Cochet T. Cream .....	10.00	6.00	.....
Prince of Bulgaire H. T. Yellow .....	11.00	7.00	15.00
Prince Camille de Rohan H. P. Red .....	8.50	6.00	10.00
Queen T. White .....	10.00	6.00	.....
Queen Scarlet B. Red ..	8.50	5.00	10.00
Queen of Edgley H. P. Pink .....	.....	.....	.....

## CALIFORNIA ROSE COMPANY, POMONA, CAL.

Rainbow T. Striped .....	10.00	6.00	12.90
Reine Marie Henriette T. Red .....	9.00	6.00	11.00
Reine Olga Wurtemberg H. T. Red ....	8.50	6.00	10.00
Reve d'Or N. Apricot-Yellow .....	10.00	6.00	11.00
Richmond H. T. Red .....	.....	.....	.....
Robert Scott H. P. Pink .....	.....	.....	.....
Rosalind Orr English H. T. Pink .....	15.00	7.00	.....
Rosamine Gerveaux H. T. Flesh .....	15.00	7.00	18.00
Safrano T. Yellow .....	10.00	6.00	.....
Solfaterre N. Sulphur .....	10.00	6.00	.....
Souv. de Mad. Eugene Verdier .....	9.00	.....	.....
Souv. du Pres. Carnot H. T. Flesh ....	10.00	6.00	11.00
Triumph Pernet de Pere H. T. Red ....	8.50	6.00	10.00
Triumph de Luxembourg T. Buff-Pink ..	8.50	.....	.....
Ulrich Brunner H. P. Red .....	10.00	6.00	11.00
Vis Folkstone H. T. Flesh .....	10.00	.....	11.00
White Banksia Bank White .....	10.00	6.00	.....
White Maman Cochet T. White .....	10.00	6.00	11.00
Wm. Allen Richardson N. Copper .....	10.00	6.00	11.00
Winnie Davis H. T. Salmon-Pink .....	12.00	6.00	15.00
Xavier Olibo H. P. Red .....	10.00	6.00	12.00

"C" Grade \$3.50 per 100 (not less than 100 sold).

Orders can not be booked in advance with any degree of certainty as to varieties for this grade. They will be packed up 20 in a bunch as fast as dug, and will not be re-sorted thereafter. Therefore, if you order "C" grade, the varieties will be whatever we may happen to have.

**Make all orders in multiples of ten.**

### YOUNG ROSE PLANTS.

#### Own Roots.

All grown from wood taken from stock in the field.

If you are going to be in the market for young rose plants this coming season, we believe we can interest you—saving you some money, in our opinion, based upon our own experience, giving you plants which will pan out better results than eastern "forced" stuff—propagated from forced, weak wood. They go as far as New York by express without soil on roots, in good condition. What we can offer you will be the same thing as we plant in the field ourselves. We propagate from July to November.

Send us your list of wants **now** for pricing, stating when wanted. By booking orders ahead we can save you money and gauge our propagations to better advantage.

#### GRAFTED ROSES.

"Bench Grafting." This is the scientific way to work a variety on to a foreign root. The graft (which is soft wood with the leaf on and about the size used for an ordinary cutting) is placed on the "foreign stock" after it is fairly established in a pot. When planted in the ground or re-potted, it is well to plant below the union. If grafting is properly done the plants can not be distinguished from own root stock so far as general appearance and symmetrical form. Budded stock or field grafted roses are hardly up to present day requirements for general purposes and such stock is entirely out of the question for forcing or potting purposes.

We will be able to supply grafted roses from 2¼-inch pots in fair assortment beginning now soon at market prices. If you desire anything in this line from us during the next few months, we should have your orders at once, stating when you will wish delivery; otherwise, we may not be able to supply.

REMEMBER, also that we can supply your wants in young roses on own roots this fall and winter. Yours truly,

CALIFORNIA ROSE CO.

**THE DETERIORATION OF ROSES BY FORCING****THE CAUSE AND THE REMEDY.**

*A paper read by Antoine Wintzer, West Grove, Pa., at the meeting of the Philadelphia Florists' Club, June 4, 1907.*

Are our roses deteriorating, or is it imaginary on our part? The real or supposed deterioration of roses is the subject of considerable discussion whenever practical rose men meet at conventions or clubs. To me has been assigned by the honorable members of the Philadelphia Florists' Club the task of solving this rather knotty problem. Now while a man may give his own reasons on any subject it does not follow that he is right, and his experience may be at variance with that of others.

My honest opinion is that a great many varieties of roses have deteriorated. Why have they done so? I believe the main causes to be over propagation, unnatural conditions in growing the stock plants, under and over watering, over feeding and various other causes too numerous to mention. We must also bear in mind the fact that thousands of new roses and types of roses have been originated during the past 25 years or more, less than two per cent of which are heard of 10 years after.

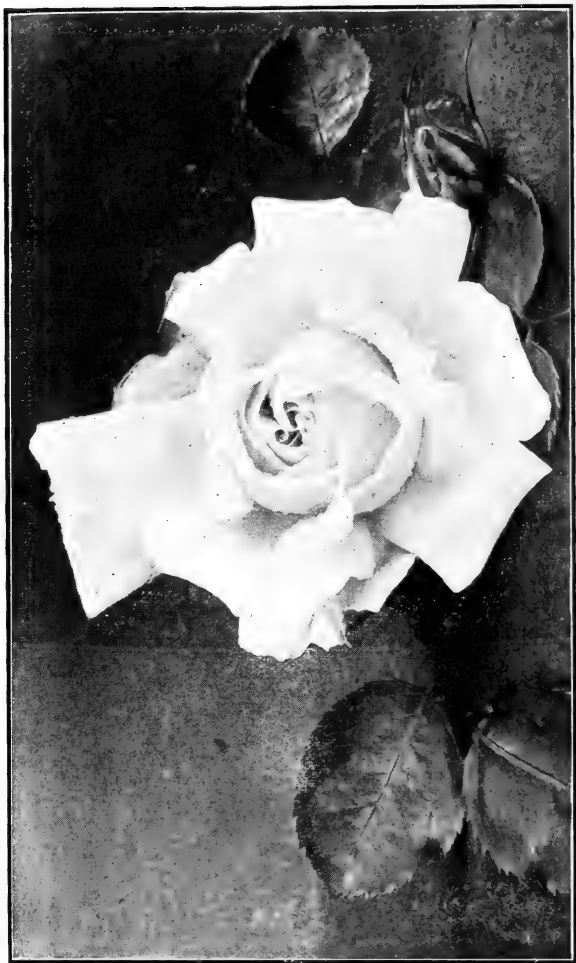
The hybrid tea roses, to the production of which rose breeders are now devoting so much attention, were an unknown factor 35 or 40 years ago. The breeders at that time were disseminating more H. P. varieties than all the other classes combined, the majority of which were introduced by Verdier of Paris. It was through the efforts of the late Henry Bennett that the hybrid tea class had its beginning, wherein Bennett gave us beautiful varieties in form and color. Nearly all his productions were lacking in vigor, and to a greater or less extent this has been the case with the majority of the hybrid tea roses since. Practical experience has shown that only a limited number of this class are strong when field grown in this latitude. In a great many sections of the south and the Pacific states they seem to grow and thrive better than in this section, although even in those favored locations they are not entirely immune from black spot.

Now what are the lessons the propagator can learn from observation? (1) Secure the best and most healthy field grown plants for propagation. (2) Grow cuttings from such under natural conditions and continue on the plan for a number of years and the result will be that the roses so grown will not deteriorate. But it is of vital importance that the very best plants should be selected for breeders. This in fact is the secret of the whole matter: start right, keep on the right track, and you will stay right, and the stock you grow will be right.

Now in conclusion permit me to ask how many growers are there in the business in the position to do this?

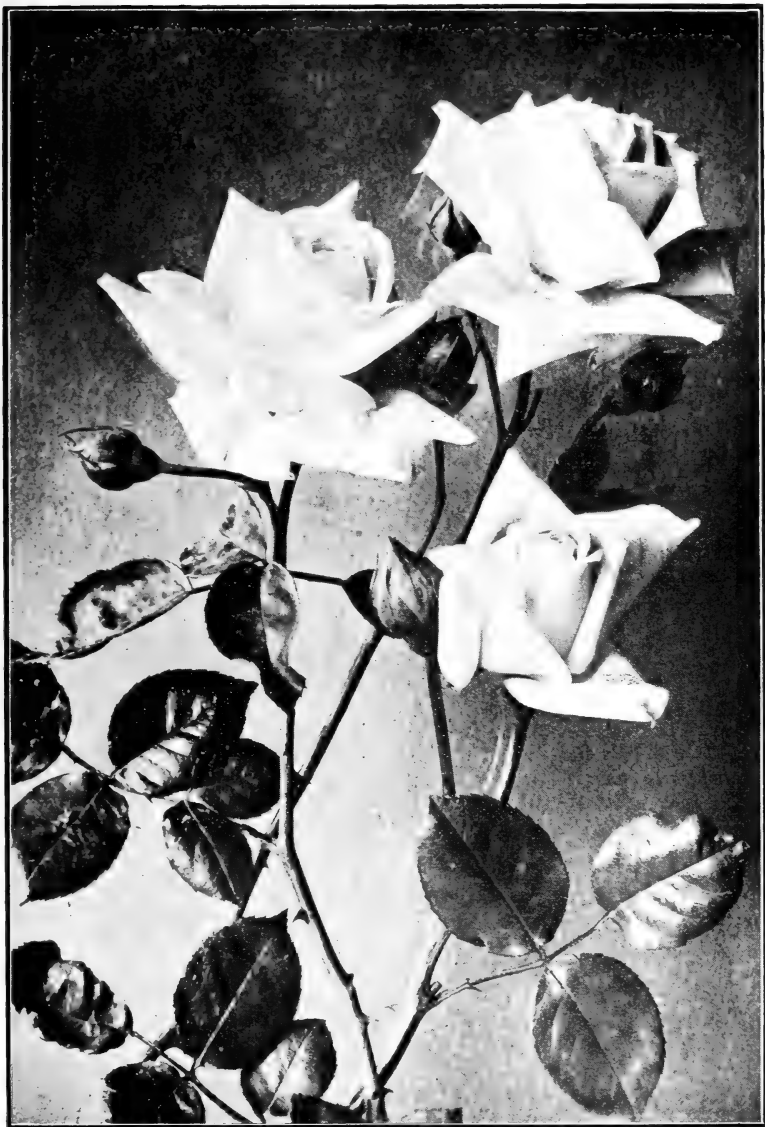
**WE ARE "IT" FOR ONE.**

**California Rose Company.**



### BESSIE BROWN

This is a prime, new rose which pleases us extremely, and in fact, everyone who has seen it in bloom. Of strong, vigorous, upright growth, good foliage and one of the heaviest bloomers. Color, white, tinged flesh; flower very large, extremely full and double, of great substance, and fragrant.



KAISERIN AUGUSTA VICTORIA



**ULRICH BRUNNER**

We regard this as the best all round red H.P. grown. It might be called an everblooming Hybrid Perpetual.



**CRUSS AN TEPLITZ**

The reddest of Red Roses,  
and blooms a little more than  
all the time.

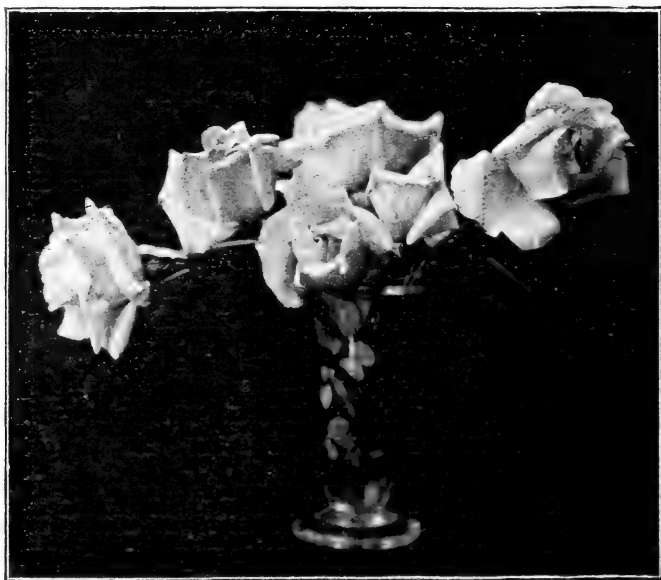
**COCHET**

The queen of  
Tea Roses for  
Cut Flowers  
out-of-doors.



**SOU DU PRES. CARNOT**

Nothing of more beautiful and delicate texture in the Rose family

**MARQUISE DE QUERHOENT**

Another good new rose which we shall grow more largely each year. Of good strong growth, making a splendid bush for the garden; clean, healthy wood; and persistent bloomer. Bloom of good size; prime substance, full and sweet. Color, beautiful china rose, salmon, copper and golden yellow—a combination rarely seen.







# California Rose Company

POMONA,

Growers of Roses for the People

CAL.





